



..... Marketing Cheatsheet

700 POWER WORDS

To Boost Your Conversions



Your Digital Partner

GREED WORDS

Greed is wanting more than we actually need. It taps into cravings and instant satisfaction. These power words illicit emotion within your target audience by making something sound more valuable.

Bargain
Before
Best
Big
Billion
Bonanza
Bonus
Cash
Cheap
Deadline
Discount
Dollar
Don't miss out
Double
Economical
Exclusive
Expires
Explode
Extra
Fast
Feast
Final
First
Fortune

Frenzy
Frugal
Gift
Giveaway
Greatest
Guilt-free
Hurry
Inexpensive
Instantly
Jackpot
Last chance
Limited
Luxurious
Marked down
Massive
Monetize
Money
More
Nest egg
Never again
New
Now
Pay zero
Premiere

Price break
Prize
Profit
Quadruple
Quick
Reduced
Rich
Running out
Sale ends soon
Save
Savings
Six-figure
Skyrocket
Soaring
Special
Surge
Treasure
Triple
Ultimate
Up-sell
Value
While they last
Whopping

CURIOSITY WORDS

Some psychologists say that curiosity is akin to hunger or thirst; a drive that we must satisfy. Using these words in headlines, email subject lines and landing page headlines pique natural curiosity and are impossible to resist.

Astonishing

Backdoor

Banned

Be the first

Become an insider

Behind the scenes

Bizarre

Black market

Blacklisted

Bootleg

Censored

Class full

Classified

Closet

Concealed

Confessions

Confidential

Controversial

Cover-up

Covert

Crazy

Cringeworthy

Dark

Elusive

Extraordinary

Eye-opening

Forbidden

Forgotten

Hidden

Hilarious

Hush-hush

Illegal

Illusive

Incredibly

Insane

Insider

Interesting

Invitation only

Key

Limited

Little-known

Login required

Lost

Members only

Myths

Odd

Off the record

Off-limits

On the QT

Outlawed

Priceless

Private

Privy

Psycho

Remote

Restricted

Ridiculous

Secret

Secrets

Shh!

Shocking

Smuggled

Sneak peak

Spoiler

Strange

Stunning

Supersecret

Thought-provoking

Top secret

Trade secret

Unauthorized

Unbelievable

Uncharted

Unconventional

Under the table

Under wraps

Underground

Undiscovered

Unexplained

Unexplored

Unheard of

Unique

Unlock

Unsung

Untold

Unusual

Wacky

Withheld

Zany

SLOTH WORDS

Using Sloth words in your copy, highlights ease of use. You already have a finite amount of time to grab their attention, motivate them with these words in your lead magnets to make them more digestible.

Accessible
All-inclusive
Basic
Building blocks
Cheat sheet
Child's play
Cinch
Clear
Complete
Components
Comprehensive
Copy
Downloadable
Easy
Economical
Efficient
Effortless
Elementary
Elements
Factors
Fail-proof
Fill in the blanks
Formula
Free

Freebie
Gift
Guide
How-to
In less than
In record time
Index
Ingredients
Instant
Itemized
Kickstart
Light
List
Manageable
Manifest
Mere
Minutes
Model
Mold
No nonsense
No problem
No sweat
Nothing to it
Now

On demand
Painless
Pattern
Picnic
Piece of cake
Plain
Printable
Quick
Ready
Replicate
Report
Roadmap
Simple
Simple as ABC
Smooth
Smooth sailing
Snap
Straightforward
Steal
Steps
Swipe
Template
Tools
Uncomplicated

LUST WORDS

When hearing the words “desire” or “lust,” most people assume it has to do with the birds and the bees. While it may be true that “sex sells,” lust can refer to having a strong desire for anything, including a product or a service. The difference between “lust” and “want” is that lust usually terminates rational thinking. With lust words, you can create or recognise a desire within your consumers and then offer a way to sate the thirst for it.

Alluring	Naughty
Brazen	Obsession
Captivating	Passionate
Charismatic	Pleasurable
Compelling	Promiscuous
Crave	Provocative
Depraved	Riveting
Desire	Scandalous
Dirty	Sensual
Enchanting	Sex
Engaging	Shameless
Exotic	Sinful
Exposed	Sleazy
Exposed	Sleeping
Fascinating	Spank
Flirt	Steamy
Forbidden	Stimulating
Hypnotic	Striking
Intriguing	Sweaty
Lascivious	Tantalizing
Lick	Tawdry
Lonely	Tease
Lovely	Thrilling
Lust	Uncensored
Magnetic	Urge
Mind-blowing	Wanton
Mischievous	Whip
Mouthwatering	Wild
Naked	

VANITY WORDS

Researchers have found that vanity is one of the chief driving forces that lead to purchase decisions. We buy into things because of how we think they will make us look: both to others, and to ourselves. Use these power words to show how your offer (whether it's a product, service, or lead magnet) will make your visitor look more attractive and more successful.

Ahead of the game
Amazing
Amplify
At the top
Attractive
Awe-inspiring
Beautiful
Bold
Booming
Boost
Boss
Brassy
Bravery
Brazen
Bright
Brilliant
Cheer
Clever
Conquer
Courage
Crowned
Daring
Dazzling
Defiance
Drop-dead
Effective

Elegant
Elite
Enchant
Epic
Fearless
Fortunate
Foxy
Genius
Good-looking
Gorgeous
Guts
Handsome
Hero
Jaw-dropping
Jubilant
Kick ass
Knockout
Legendary
Lucky
Magic
Mind-blowing
Moneymaking
Notable
Noteworthy
Optimal
Prosperous

Quick-witted
Remarkable
Sassy
Saucy
Sensational
Smart
Spectacular
Spine
Staggering
Strong
Stunning
Successful
Super-human
Triumph
Turbo charge
Ultimate
Unbeaten
Undefeated
Valor
Vanquish
Victory
Wealthy
Wonderful
Wondrous
You

TRUST WORDS

Conversions won't happen without trust. Even if you successfully draw people in with curiosity, anger, or greed, you are unlikely to earn your audience's business unless they trust you. They want to know that what they are purchasing, and the company they're purchasing it from, is safe and secure. So, building trust is hugely important.

According to	No obligation
Accredited	No questions asked
Anonymous	No risk
Approved	No strings attached
Authentic	Official
Authoritative	Pay zero
Authority	Privacy
Backed	Professional
Because	Protected
Best	Proven
Best selling	Recession-proof
Bona fide	Recognized
Cancel anytime	Refund
Case study	Reliable
Certified	Research
Dependable	Results
Don't worry	Safety
Endorsed	Scientifically proven
Ensured	Secure
Expert	Studies show
Fully refundable	Tested
Genuine	Track record
Guaranteed	Try before you buy
Improved	Unconditional
Ironclad	Verify
Lifetime	Well respected
Moneyback	Worldwide

ANGER WORDS

Anger can cause irrational and split-second decisions. This emotion has a huge bearing on how we operate in the world. Anger can come on strong and fast. While you do not want your target audience to feel anger towards your company, you can use this emotion in your favor if it is directed towards something or someone else.

Abuse

Agitate

Annoy

Arrogant

Ass kicking

B.S.

Backstabbing

Beat down

Boil over

Broke

Brutal

Buffoon

Bullshit

Bully

Corrupt

Coward

Crooked

Crush

Diatribes

Diminish

Disgusting

Evil

Exploit

Fear

Force-fed

Foul

Greedy

Hate

Hostile

Know it all

Lies

Loathsome

Loser

Lying

Maul

Miff

Money-grubbing

Morally bankrupt

Nazi

No Good

Obnoxious

Payback

Pitiful

Pound

Preposterous

Provoke

Punish

Raise hell

Rant

Revolting

Ruthless

Screw

Sick and Tired

Smug

Sneaky

Sniveling

Snob

Snooty

Snotty

Stink

Stuck up

Thug

Underhanded

Vicious

Victim

Violent

Waste

Weak

Worst

Wounded

FEAR WORDS

Fear is perhaps the most powerful motivator of all. It's that primal instinct that keeps us safe, that keeps us alive. If you want to inspire your readers to take action, use these power words to make them fearful of what might happen if they don't.

Agony	Devastating	Meltdown	Silly
Annihilate	Disastrous	Mired	Slaughter
Apocalypse	Drowning	Mistake	Slave
Armageddon	Dumb	Murder	Smash
Assault	Embarrass	Nightmare	Strangle
Backlash	Epidemic	Painful	Stupid
Beating	Fail	Pale	Suck
Beware	Feeble	Panic	Suffering
Blinded	Fired	Peril	Tailspin
Blood	Fool	Piranha	Tank
Bloodbath	Fooled	Pitfall	Targeted
Bloodcurdling	Frantic	Plague	Teetering
Bloody	Frightening	Played	Terror
Bomb	Gambling	Plummet	Terrorist
Bufoon	Gullible	Plunge	Torture
Bumbling	Hack	Poison	Toxic
Cadaver	Hazardous	Poor	Tragedy
Cataclysmic	Hoax	Prison	Trap
Catastrophe	Holocaust	Pummel	Trauma
Caution	Horrific	Pus	Vaporize
Collapse	Hurricane	Reckoning	Victim
Corpse	Insidious	Refugee	Volatile
Crazy	Invasion	Revenge	Vulnerable
Cripple	IRS	Risky	Warning
Crisis	Jail	Savage	Worry
Danger	Jeopardy	Scary	Wounded
Dangerous	Lawsuit	Scream	Wreaking havoc
Deadly	Looming	Searing	
Death	Lunatic	Shatter	
Destroy	Lurking	Shellacking	



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